



**TILE-TEX** *in the* **HOME**



## TILE-TEX FLOORS ADD BEAUTY, COMFORT, AND PERMANENCE TO YOUR HOME

Whether you're planning new rooms in a new house or an old room that you want to make new, begin with the floor! That's where beauty begins—and comfort too! You can't realize what a modern Tile-Text floor means to a room until you've had actual experience with this type of floor—until you've seen it, walked on it, cared for it, watched it grow in beauty every year!

Tile-Text is a resilient tile unlike anything you have ever seen before. It is made in various sizes and a wide range of lovely colors. You can originate your own floors, if you wish, with Tile-Text—choose your own combination of colors—create your own design! The beauty of Tile-Text is not merely on the surface—it's as deep as the floor! The rich, lovely colors are permanent—clear through each tile.

The comfort of Tile-Text is a daily delight. It's so quiet, so soft beneath your feet! That's because Tile-Text is a shock absorber and a noise absorber. Think of the miles you walk in the house—and what it would mean to have a floor that makes every step easier. Until you walk on Tile-Text, you can't imagine how comfortable a floor can be.

You will probably be surprised when you learn how economical Tile-Text is. The first cost is low and it's the **last** cost. Over seventy million square feet of Tile-Text are giving excellent service in schools, offices, and institutional buildings, where wear is most severe. Tile-Text saves you money in basement areas, since it can be laid on basement floors without first waterproofing the subfloor.

Most important of all, the maintenance of Tile-Text is simple and inexpensive. It's the answer to every woman's dream of a floor easy to clean and to keep clean! The scientific composition of the tile gives it a special resistance to dirt—prevents the "wearing in" of grime. Ink, iodine, and cigarette stains can be easily removed. Could you imagine a more sanitary, more practical floor?

It pays to have Tile-Text floors in your home because they save work, prevent noise, eliminate leg fatigue, save expense, and add beauty that you can get in no other way. In some large homes Tile-Text has been used throughout the house.

THE TILE-TEX COMPANY  
CHICAGO HEIGHTS, ILL.





Here you see how practical and attractive a Tile-TeX floor is in a bedroom. This attractive installation is laid in a herringbone design similar to parquet flooring patterns. The distinctively marbled texture of this floor makes it easy to keep looking spick and span.



Alternate squares of black and white Tile-TeX laid diagonally give a simple, authentic colonial air to this hospitable entrance hall.

The wide range of colors and sizes in Tile-TeX makes it possible to give the entrance hall of your home a truly distinctive appearance.



**Above**—A striking modern design laid in colors that harmonize with the knotty pine walls and maple furniture. The smooth, sanitary surface of Tile-TeX makes it ideal for breakfast rooms and kitchens.

**Below**—A well designed and well equipped recreation room with a Tile-TeX floor to play on. No other type of resilient floor can be used on a concrete slab in direct contact with the ground.





## Eighteen Colorful and Attractive



Design No. 319  
Field No. 1015—No. 729—No. 23  
Feature Strip No. 110  
Border No. 23



Design No. 320  
Field No. 42  
Feature Strip No. 109  
Border No. 42



Design No. 321  
Field No. 106—No. 109  
Border No. 107



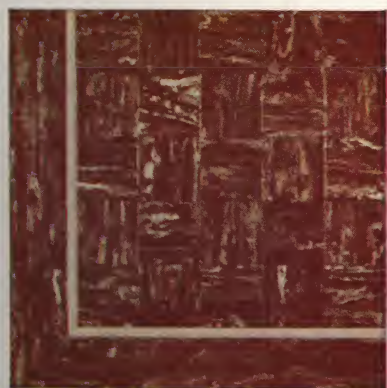
Design No. 322  
Field No. 717—No. 109  
Feature Strips No. 101—No. 110



Design No. 323  
Field No. 1014—No. 203—No. 711—No. 108  
Feature Strips No. 48—No. 108  
Border No. 203



Design No. 324  
Field No. 41—No. 103—No. 106  
Feature Strip No. 104



Design No. 325  
Field No. 713  
Feature Strip No. 109  
Border No. 713



Design No. 326  
Field No. 1013—No. 1015  
Border No. 1013



Design No. 327  
Field No. 1011—No. 705—No. 1001  
Border No. 705



**Design Suggestions in TILE-TEX Flooring**

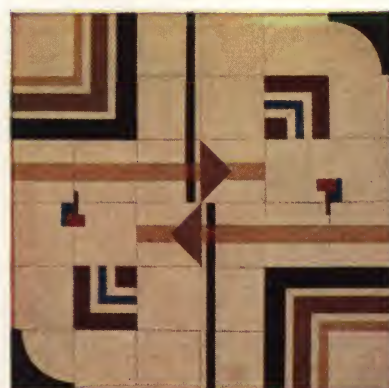
Design No. 328  
Field No. 23—No. 42—No. 55  
Border No. 23



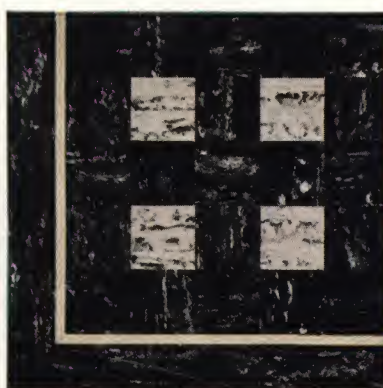
Design No. 329  
Field No. 714—No. 710—No. 716  
Feature Strip No. 50  
Border No. 44



Design No. 330  
Field No. 23—No. 102  
Feature Strip No. 102  
Border No. 23



Design No. 331  
Field No. 110—No. 101—No. 106—No. 49  
Feature Strips No. 45—No. 49—No. 55—  
No. 42



Design No. 332  
Field No. 1009—No. 708  
Feature Strip No. 109  
Border No. 708



Design No. 333  
Field No. 106—No. 41—No. 109  
Feature Strip No. 103



Design No. 334  
Field No. 206—No. 716—No. 1009  
Feature Strips No. 109—No. 206  
Border No. 716



Design No. 335  
Field No. 21—No. 109—No. 101  
Feature Strip No. 109  
Border No. 21



Design No. 336  
Field No. 733—No. 55  
Border No. 733



## Colors that Strike the Modern Note



Color appeal is a paramount requirement in floors today. The Flexachrome color scope shown above offers, in our opinion, a remarkable diversity of color. These colors include strong vivid reds, yellows and blues, soft pastel

tints of blue, green and buff, and intermediate colors that are highly practical for dusty traffic areas subject to scuffling foot traffic. Special colors are available if the quantity is sufficient to warrant production.



## *Flexachrome Flooring*

Flexachrome is the finest resilient flooring made by The Tile-Tex Company. It is the result of over nine years research on the part of Tile-Tex laboratories to produce a resilient flooring that combines the advantages of all types of resilient floorings without the weaknesses of any. It is especially suitable for homes, since it is made in a stunning array of 33 standard colors that covers practically the entire color spectrum.

Flexachrome has the following advantages and characteristics:

- (1) It is completely greaseproof.
- (2) It has extraordinary resistance to acids and alkalis.
- (3) It can be installed safely on grade or below grade.
- (4) It has high resistance to impact.
- (5) It has remarkable flexural strength, which permits it to be installed on both wood and concrete subfloors.
- (6) It is offered in a wide range of colors and has no color limitations.
- (7) Its surface is exceptionally smooth and closely textured, which permits unusually low maintenance cost.

Flexachrome is available in 16 different sizes, ranging from as small as 3x3 to as large as 18x24. When you realize that 33 colors are also available, you can understand the unlimited decorative possibilities that this flooring possesses.

For those who want the finest resilient floor obtainable, from either the standpoint of permanence and durability or that of beauty, color, and design, we recommend Flexachrome. It is truly a flooring for those who demand the best.

**THE TILE-TEX COMPANY**  
CHICAGO HEIGHTS, ILL.





## *Distinctive Modern Walls of TILE-TEX*

The development of Tile-Text Wall Tile in recent years now makes it possible for home builders and owners to secure sanitary, permanent walls in fresh, attractive, modern colors at a cost considerably less than that of conventional ceramic tile. Tile-Text Wall Tile is a flexible asbestos composition made in tile form in sizes ranging from as small as 3x6 to as large as 18x24. It can be erected quickly and economically over smooth plaster sub-walls or sub-walls of plasterboard, insulating board, or other commonly used wallboards. Tile-Text walls are first of all economical to erect—add to this their undeniable beauty, the fact that they are easy to clean, and that they make possible individualized walls that are distinctly different from ordinary wall treatments commonly used in bathrooms and kitchens.

In the new home a smooth, sound sub-wall is all that is necessary before Tile-Text walls are applied. In an existing home no expensive sub-surface preparations are necessary, since your present plaster walls, in most cases, make a satisfactory sub-wall to receive Tile-Text Wall Tile. There is no necessity for tearing down your plaster walls and erecting expensive backings if you use Tile-Text Wall Tile.

The color chart shown on the adjoining page gives you an idea of the bright, clean, fresh colors that are available in this new wall material. You can personalize Tile-Text walls by the use of feature strips, inserts, and trim in contrasting or harmonizing colors. Complete accessories, including Tile-Text Wall Fixtures in colors to match, are available. These fixtures are sturdy vitreous china of the recess type, and add real beauty as well as utility to your bathrooms.

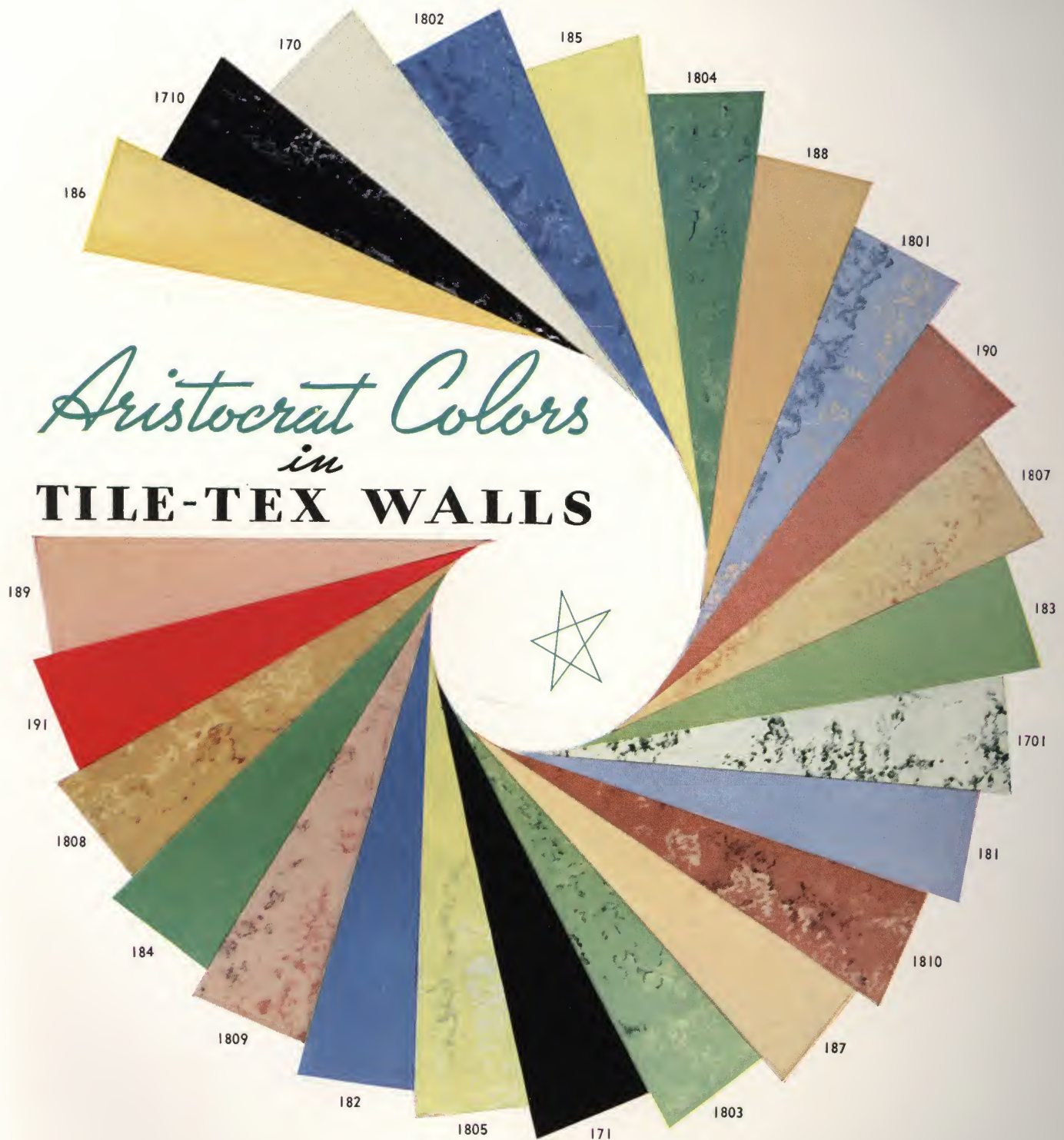
Tile-Text gives you this new unit-laid wall covering so that you can design and create walls that will reflect your own individual taste and personality. If you wish, our decorative department will be glad to help you with suggestions.



**THE TILE-TEX COMPANY**  
CHICAGO HEIGHTS, ILL.



A COLOR RANGE OF UNSURPASSED BEAUTY AND VARIETY



Tile-Text wall colors are the result of years of painstaking research on the part of the Tile-Text laboratories. Twenty-four fresh, sparkling, modern colors that will fit into any color scheme. Here, indeed, is a group of colors, both plain and mottled, that quickens the pulse of every interior decorator.



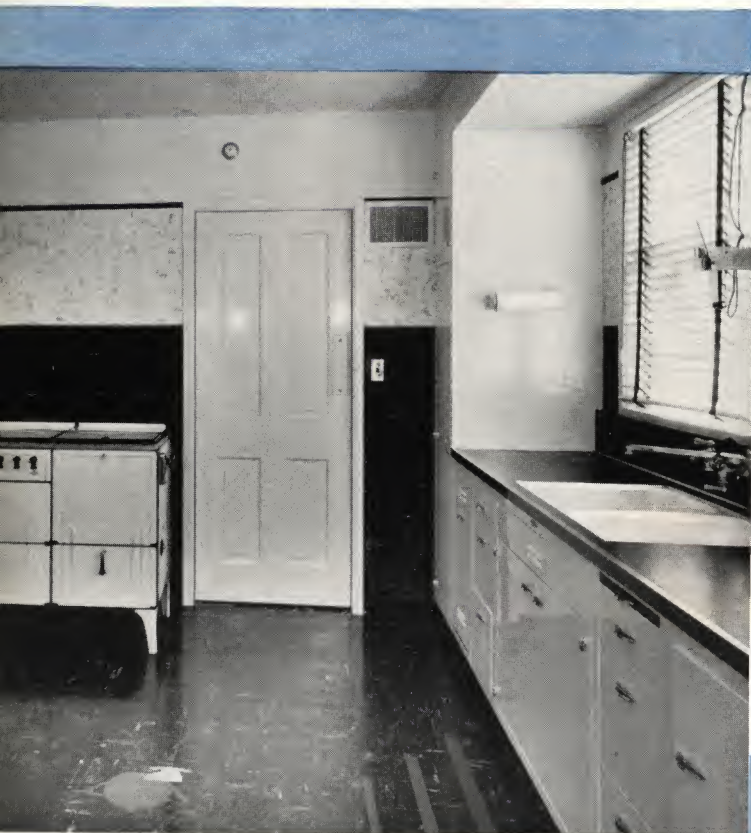


The illustrations on this page give you some idea of the adaptability of Tile-Text walls in bathrooms and kitchens. There are many other wall areas in your home that can be permanently decorated with Tile-Text Wall Tile.

An attractive wainscoting of Tile-Text in the breakfast room adds beauty and utility to this much used room. Fingerprints of small children do not show on the smooth, sanitary surface of Tile-Text, and should any stains occur, they are easily removed, since the surface of Tile-Text Wall Tile will not absorb dirt or food stains. Service quarter areas, particularly, and stair halls and stairways can be attractively beautified in the same way with Tile-Text Wall Tile.

Decorative, sanitary walls are a blessing in the modern kitchen. They prevent grease and grime from discoloring paint and make redecorating unnecessary. The Tile-Text walls in the kitchens shown above and below are simply cleaned with a damp rag and most any household cleaning powder. How simple and inexpensive to keep these Tile-Text walls fresh and sparkling clean!

The wide range of colors available in Tile-Text Wall Tile makes it possible for you to do an extremely individualistic job of color in your kitchen. Feature strips, inserts, and marbled colors all help to give your kitchen that different look.



Tile-Text Wall Tile in the bathroom is a "natural." Probably its use is indicated here more strongly than in any other room in the house. It enables you to have a tiled wall at much less than the cost of ordinary conventional tile, with far more beauty and color.

Your bathroom can be completely "Tile-Texted" if you also use Tile-Text flooring on the floor and Tile-Text sanitary base where the wall joins the floor. The result will be complete harmony in texture of material and color.



## SUGGESTIVE WALL TREATMENTS

Since Tile-Text Wall Tile is made in twenty-four colors and fourteen tile sizes, it is obvious that design variety is limited only by the imagination. Color and pattern flexibility are further increased by the addition of feature strips and special wall inserts. Below are shown six attractive wainscot treatments which illustrate modernistic as well as conventional methods of designing Tile-Text walls.

The use of monograms in contrasting colors and special inserts such as ships, stars, discs, diamonds, and other similar decorative touches add individuality and character to Tile-Text walls. Our Design Department is always at the service of architects, interior decorators and owners who would like suggestions as to the most effective treatment of their particular wall problem.



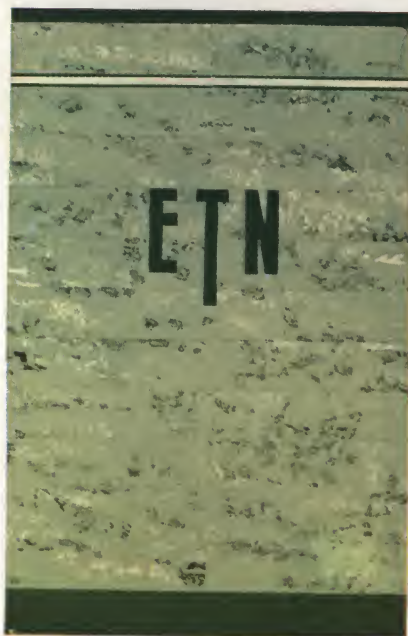
Design No. 1  
Ashlar—Colors 1810—42—189



Design No. 2  
Stripes—Colors 1701—1710—182



Design No. 3  
Squares—Colors 1808—55—187



Design No. 4  
Ashlar—Monogram  
Colors 1803—105—187



Design No. 5  
Stripes—Colors 1807—191



Design No. 6  
Squares—Insert  
Colors 1801—182—189





ABOVE—Tile-Tex Floors and Walls combine to make this kitchen completely modern.

BELOW—New beauty in this new bathroom is achieved by using Tile-Tex Floors and Walls.



# THE TILE-TEX COMPANY

CHICAGO HEIGHTS, ILLINOIS

